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CLAIMS

What is claimed is:

1. A method of enhancing paracellular permeability at an absorption site in a subject, the method comprising:

- a) administering an effective amount of a phospholipase C inhibitor
 to a subject at a time in which enhanced paracellular
 permeability is desired; and
 - b) enhancing paracellular permeability in the subject at the absorption site through the administering of the effective amount of the phospholipase C inhibitor.
- 2. The method of claim 1, wherein the phospholipase C inhibitor is selected from the group consisting of an alkylphosphocholine, a 3-nitrocoumarin or derivative thereof, a 3-cyanocoumarin or derivative thereof, a 3-halocoumarin or derivative thereof, a 3-acetoxycoumarin or derivative thereof, a coumarin-3-sulfonic acid or derivative thereof, and an N-alkylsuccinimido steroid derivative.
- 3. The method of claim 2, wherein the alkylphosphocholine further comprises an alkyl chain of ten to twenty methylene groups.
- The method of claim 2, wherein the 3-halocoumarin is 3 fluorocoumarin or derivative thereof, 3-chlorocoumarin or derivative thereof, or 3-iodocoumarin or derivative thereof.
 - 5. The method of claim 2, wherein the N-alkylsuccinimido steroid derivative comprises an alkyl chain of one to ten methylene groups.
- 6. The method of claim 1, wherein the absorption site comprises intestinal epithelium.

7. The method of claim 1, wherein the absorption site comprises the blood brain barrier.

- 8. The method of claim 1, wherein the phospholipase C inhibitor is formulated for oral, buccal, rectal or transdermal administration, or in a form suitable to contact colonic epithelium, or in a form suitable for administration by inhalation or insufflation.
- 9. A method of enhancing absorption of a hydrophilic drug in a subject, the method comprising administering an effective amount of a phospholipase C inhibitor to the subject at a time prior to or in conjunction with administering the hydrophilic drug to the subject, whereby enhanced paracellular permeability is produced at an absorption site in the subject; and enhancing absorption of the hydrophilic drug at the absorption site in the subject through the administering of the effective amount of the phospolipase C inhibitor.
- 10. The method of claim 9, wherein the phospholipase C inhibitor is selected from the group consisting of an alkylphosphocholine, a 3-nitrocoumarin or derivative thereof, a 3-cyanocoumarin or derivative thereof, a 3-halocoumarin or derivative thereof, a 3-acetoxycoumarin or derivative thereof, a coumarin-3-sulfonic acid or derivative thereof, and an N-alkylsuccinimido steroid derivative.
- 11. The method of claim 10, wherein the alkylphosphocholine further comprises an alkyl chain of ten to twenty methylene groups.
- 12. The method of claim 10, wherein the 3-halocoumarin is 3-fluorocoumarin or derivative thereof, 3-chlorocoumarin or derivative thereof, or 3-iodocoumarin or derivative thereof.

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- 13. The method of claim 10, wherein the N-alkylsuccinimido steroid derivative comprises an alkyl chain of one to ten methylene groups.
- 14. The method of claim 9, wherein the absorption site comprises intestinal epithelium.
- 15. The method of claim 9, wherein the absorption site comprises the blood brain barrier.
- 16. The method of claim 9, wherein the phospholipase C inhibitor is formulated for oral, buccal, nasal, rectal or transdermal administration, or in a form suitable to contact colonic epithelium, or in a form suitable for administration by inhalation or insufflation.
 - 17. A composition comprising:

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- a) a hydrophilic drug;
- b) a phospholipase C inhibiting amount of a phospholipaseC inhibitor; and
- c) a pharmaceutically acceptable carrier.
- 18. The composition of claim 17, wherein the phospholipase C inhibitor is selected from the group consisting of an alkylphosphocholine, a 3-nitrocoumarin or derivative thereof, a 3-cyanocoumarin or derivative thereof, a 3-halocoumarin or derivative thereof, a 3-acetoxycoumarin or derivative thereof, a coumarin-3-sulfonic acid or derivative thereof, and an N-alkylsuccinimido steroid derivative.
- 19. The composition of claim 18, wherein the alkylphosphocholine further comprises an alkyl chain of ten to twenty methylene groups.

- 20. The method of claim 18, wherein the 3-halocoumarin is 3-fluorocoumarin or derivative thereof, 3-chlorocoumarin or derivative thereof, or 3-jodocoumarin or derivative thereof.
- 21. The method of claim 18, wherein the N-alkylsuccinimido steroid derivative comprises an alkyl chain of one to ten methylene groups.
 - 22. A method of preparing a composition that facilitates oral availability of a hydrophilic drug to a subject in need thereof, the method comprising:
 - a) providing a hydrophilic drug;
 - b) providing a phospholipase C inhibitor; and
 - c) mixing the hydrophilic drug and a phospholipase C inhibiting amount of the phospholipase C inhibitor with a pharmaceutically acceptable carrier, whereby a composition that facilitates oral availability of the hydrophilic drug is prepared.
 - 23. The method of claim 22, wherein the phospholipase C inhibitor is selected from the group consisting of an alkylphosphocholine, a 3-nitrocoumarin or derivative thereof, a 3-cyanocoumarin or derivative thereof, a 3-halocoumarin or derivative thereof, a 3-acetoxycoumarin or derivative thereof, a coumarin-3-sulfonic acid or derivative thereof, and an N-alkylsuccinimido steroid derivative.
 - 24. The method of claim 23, wherein the alkylphosphocholine further comprises an alkyl chain of ten to twenty methylene groups.

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- 25. The method of claim 23, wherein the 3-halocoumarin is 3-fluorocoumarin or derivative thereof, 3-chlorocoumarin or derivative thereof, or 3-iodocoumarin or derivative thereof.
- The method of claim 23, wherein the N-alkylsuccinimido steroid
 derivative comprises an alkyl chain of one to ten methylene groups.
 - 27. The method of claim 22, wherein the composition is formulated for oral, buccal, rectal or transdermal administration, or in a form suitable to contact colonic epithelium, or in a form suitable for administration by inhalation or insufflation.

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